CITY OF MIAMI BEACH COMMISSION ITEM SUMMARY



Co	nd	er	ise	d	Tif	le:

A resolution authorizing the issuance of the request for proposals (RFP) for the development and implementation of a citywide corporate marketing and sponsorship program.

Issue:

Shall the City retain a consultant to assist in the development and implementation of a corporate marketing and sponsorship program?

Item Summary/Recommendation:

The May 14, 2002 report by the Parks & Recreation Programs Blue Ribbon Citizens' Committee cited funding as a "paramount concern in fulfilling the expectations of residents." Suggesting that the "City needs to be more creative and proactive in establishing multiple funding streams to leverage against the General Fund and user fees," the Committee recommended, among other steps that the City should engage in an active corporate sponsorship program to raise additional programming funds and create and reinvest proceeds from vending contracts directly into the Recreation Division budget without offsetting the General Fund's contribution." In response to the Committee's recommendations, the Administration and the Parks and Recreation Department completed a significant amount of research to understand the sponsorship market and possible opportunities that might be available to the City. The research has indicated that sponsorships are available and that the City's best opportunity to maximize quality sponsorship is to engage a specialist in this function. An RFP is the next step in this process and will enable the City to solicit proposals to evaluate from qualified vendors.

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Financial Information:

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City Clerk's Office Legislative Tracking:

Sign-Offs:

Department Director	Assistant City Manager	City Manager	
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AGENDA ITEM <u>C 7 N</u>
DATE <u>7-30-03</u>

a. CITY OF MIAMI BEACH

CITY HALL 1700 CONVENTION CENTER DRIVE MIAMI BEACH, FLORIDA 33139 www.ci.miami-beach.fl.us



COMMISSION MEMORANDUM

To:

Mayor David Dermer and

Members of the City Commission

Date: July 30, 2003

From:

Jorge M. Gonzalez

City Manager

Subject:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE ISSUANCE OF THE REQUEST FOR PROPOSALS (RFP) FOR THE DEVELOPMENT AND IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING AND

SPONSORSHIP PROGRAM.

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

ANALYSIS:

The May 14, 2002 report by the Parks & Recreation Programs Blue Ribbon Citizens' Committee cited funding as a "paramount concern in fulfilling the expectations of residents." Suggesting that the "City needs to be more creative and proactive in establishing multiple funding streams to leverage against the General Fund and user fees," the Committee recommended, among other steps, the following:

- "The City should engage in an active corporate sponsorship program to raise additional programming funds. This can be accomplished through the addition of full-time marketing/development personnel..."
- "The City should create and reinvest proceeds from vending contracts directly into the Recreation Division budget without offsetting the General Fund's contribution."

In direct response to the Committee's recommendations, the Parks and Recreation Department created and filled the position of Development Coordinator. Since assuming his duties on December 16, 2002, the Marketing Coordinator has:

- researched current successful corporate sponsorship consultant practices
- reviewed other local government corporate sponsorship programs
- formed and led a City of Miami Beach corporate sponsorship evaluation team
- interviewed several leading national corporate sponsorship consultants
- determined that the City of Miami Beach has significant potential for success through a professionally structured and managed corporate sponsorship program

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Objective 2:

Create a Comprehensive Sponsorship Policy

- 1) Review current sponsorship acceptance procedures.
- 2) Determine a framework from which to recommend policy, with sensitivity to existing sentiment of the Community and City Government.
- 3) Include both financial and economic development factors
- 4) Submit draft policy. Present developing policy as directed by City

Objective 3:

Develop Strategic Plan for Marketing Assets

- 1) Prioritize the database
- 2) Develop a written strategy document

Objective 4:

Market Assets

- 1) Develop sample rights packages for the marketplace
- 2) Assist in the development of sponsorship RFP's
- 3) Prepare reports and presentations on the City's municipal marketing program, as directed by the City.
- 4) Assist in contract negotiations

PROPOSERS WILL BE EVALUATED ACCORDING TO THE FOLLOWING CRITERIA:

- a) Experience and Qualifications: Experience, qualifications, performance and national stature of the firm, and experience in representing cities of similar size and with similar marketing assets. Minimum requirement is 3-5 years.
 20 points
- b) Quality of the Management Team: Experience and qualifications of the proposer's management team and resumes outlining experience and education record of individuals who would be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.
 20 points
- c) Fee Structure: Adherence to City's request for proposer to recover all fees - including those for delivery of the Marketing Asset Inventory, the Comprehensive Sponsorship Policy, the Strategic Marketing Plan, travel and for successfully negotiating sponsorship agreements – from earned commissions on successfully completed City of Miami Beach sponsorships.

15 Points

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As the City is most likely to maximize sponsorship opportunities through the use of a specialized professional, the issuance of an RFP to solicit qualified vendors is the next appropriate step. The RFP recommended for the solicitation of sponsorship vendors would include the following Scope of Services:

GOALS AND OBJECTIVES:

It is the goal of the City to develop mutually beneficial sponsorship contracts that deliver revenue dollars and/or in-kind products or services to the City of Miami Beach in exchange for certain advertising, marketing and/or promotional considerations granted by the City.

Objective 1:

Inventory existing and prospective marketing Assets

The inventory should include, but is not limited to:

- 1) On-site interviews of City department heads and other personnel as a planning step to understanding the existing marketing and sponsorship activity level.
- 2) Examination of any current sponsorship agreements, City marketing materials and other information on past sponsorship efforts, and the level of success.
- 3) Add/suggest to the City other sponsorship opportunities.
- 4) Organize all data collected into a database (e.g., spreadsheet format or other user-friendly format). Examples of data collected are as follows:
 - a. Inventory Item Category (Advertising, Event, Preferred Vendor, Capital Project, Naming Rights, etc.)
 - b. Address/physical location, description, date added to the database, utilization statistics
 - c. Pedestrian, vehicular, viewership or other relevant exposure data
 - d. Marketing opportunity available (advertising, branding, promotion, etc.)
 - e. Rights available, date available, etc.
 - f. Any sales history (to whom, what price, when, etc.)
 - g. Any known conflicts/limitations on selling
 - h. Contact address, phone fax and e-mail
 - i. Terms (length, price, options to renew)
 - j. Rights granted
 - k. Any encumbered reversionary rights.
 - I. Legal/policy limitations on rights
 - m. Suggested pricing
 - n. Assessment of the value range for assets
 - o. Suggested/possible bundling opportunities with other assets
 - p. Assessment of the degree of difficulty to obtain a sale
 - q. Indication of priority

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- d) Integration of Broad City Goals: The extent to which the proposal integrates and supports related major City goals for Economic Development, Tourism, Cultural Affairs and Parks & Recreation.
 15 Points
- e) Fee Amount: Total amount of all fees proposed.

10 Points

f) Vision and Outcomes: Quality and practicality of proposer's stated vision and outcomes for a City of Miami Beach corporate sponsorship program.

10 Points

g) Time On Site: Amount of time proposer actually intends to spend in the City of Miami Beach researching, interviewing and preparing the deliverables, and more generally, in "servicing the account."
 10 Points

CONCLUSION:

In conclusion, the Administration recommends that the Mayor and City Commission authorize the issuance of a request for proposals for a corporate sponsorship contract for the City of Miami Beach.

JMG/RCM/KS/JM CorporateSponsorshipmemo

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A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, UPON RECOMMENDATION OF THE ADMINISTRATION, AUTHORIZING THE ISSUANCE OF A REQUEST FOR PROPOSALS (RFP) FOR THE DEVELOPMENT AND IMPLEMENTATION OF A CITYWIDE CORPORATE SPONSORSHIP PROGRAM.

WHEREAS, a May 14, 2002 report by the Parks & Recreation Programs Blue Ribbon Citizens' Committee cited funding as a paramount concern in fulfilling the expectations of residents; and

WHEREAS, the Committee recommended that the City needs to be more creative and proactive in establishing multiple funding streams to leverage against the General Fund and user fees; and

WHEREAS, the Committee further recommended that the City should engage in an active corporate sponsorship program to raise additional programming funds; and

WHEREAS, in response to the Committee's recommendations, the Administration and the Parks and Recreation Department have initiated several steps that indicate there is a potential for the City to benefit substantially from participating in corporate sponsorship opportunities; and

WHEREAS, in order to proceed, the Administration has developed the scope of work and evaluation matrix to be included in a Request for Proposals for the development and implementation of a Citywide corporate sponsorship program.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA that the Mayor and City Commission, upon recommendation of the Administration, herein approve the issuance a Request for Proposals (RFP) for the development and implementation of a Citywide corporate sponsorship program.

PASSED AND ADOPTED this day	of, 2003
ATTEST:	MAYOR
CITY CLERK	APPROVED AS TO FORM & LANGUAGE & FOR EXECUTION
JMG/RCM/KS/JM F:\\$ALL\Previous\KEVIN\Commission 2003\July 30\Corporate Sponsorsh	ip RFP_Com. Repol/23/94/Jebl 7-24-0

Date